

29/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ANKARA

Market: TURKEY

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Non-competitive financing
- Market prospects have not been adequately explored
- RELUCTANCE OF CDN FIRMS TO AGGRES.
- PURSUE BUSINESS. LOW TURK. PRIORITY

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ORGANIZE A BRIEFING ON CDN RAIL COMMUTER TECHNOLOGY
Expected Results: INFLUENCE THE SPECIFICATIONS TO FAVOUR CDN TECHNOLOGY

Activity: SECURE AT LEAST ONE CDN BIDDER FOR EACH TENDER
Expected Results: CONTRACT AWARDS TO CDN FIRMS